



PEN PALS EVERYWHERE

PEOPLE TO PEOPLE 2401 Grand Avenue, Kansas City, Missouri 64141

Public Relations Mgr. Dennis the Menace Nov. 23, 1965

Dear Sir:

For quite some time I have been meaning to write to you to report that the publicity given to our Letter Exchange program in the June, 1965 issue of the Dennis the Menace comic brought in ever 1,600 requests for pen friends by October 1st of this year. We stopped counting on that date. We continue to receive coupons daily and from many countries around the world. Although we have kept no count of the countries, a conservative estimate would be from 30 different countries.





We appreciate the way in which the publicity was given. It brought in good solid requests which we could handle very well and discouraged the avalanche from children under age 14.

Comments in many of the letters were indicative of how popular the Dennis the Menace comic is throughout the world.

Thank you for the support which you have given our program. It has been extremely beneficial in the promotion of Letter Exchange.

Sincerely yours,

(Signed)

Mrs. Ralph E. Hoke Letter Exchange

(DETAILS INSIDE BACK COVER)

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"DENNIS THE MENACE", CREATED BY HANK KETCHAM, APPEARS IN OVER 700 NEWSPAPERS ... IN 43 COUNTRIES ... IN 14 LANGUAGES!



































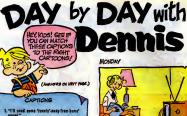




ANSWERS

- 11. Hot eccons.
- 12. None. Dogs have paws.
- 13. Better not-you might squash it,
- 14. They're numbers.
- 15. 1-2-3, and so on.

- 16. Weit until it freezes.
- 17. One horse.
- 18. Popcorn.
- 19. Just write "o b-o-o-k."
- 20. Frogs ere very jumpy.



- I can direct-dial everyhody I knew?"
- e cowboys never havis so to the
- n't I tell va? I'm not genne wash my inds on Fridays suymere." Want me to hide your medicine for ya?" Hi, Mr. Wilson! Bet you thought I was

- 7. "BOYI Look at my frog chase your al' fish!"

THEEDAY











THURSDAY





SATURDAY





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HOW YOU CAN GET A PEN PAL

As the letter on the inside front cover of this book indicates, many hundreds of Dennis readers have been able to find interesting pen pals in other lands through the Letter Exchange of the People-to-People Program.

Dwight D. Eisenhower has called this Program: "A voluntary effort of private citizens to advance the cause of international friendship." By exchanging letters with someone your own age in another country, you can do something to help people all over the world to understand each other better. Besides, it's fun! The Letter Exchange will try to match you with someone your own age, with similar interests. You can swap ideas about your hobbies, exchange pictures, postcards, stamps, with someone in an interesting foreign country.

Please note that you must be 14 years old or over to get into this program. That's because youngsters abroad generally do not learn English well until they are about 14 — and the Exchange wants to match people of the same age. Also, you should enclose a 5st stamp with your coupon. Send it in today to the address shown on the coupon.

| DIRECTOR, LETTER I PEOPLE-TO-PEOPLE, 2401 Grand Avenue Kansas City, Missouri 6 | INC. | |
|---|---|---|
| I want to make a friend and address of a person | with someone from another cou to whom I may write. I enclose PLEASE PRINT | ntry. Please send the name a 5¢ stamp. |
| Name | | |
| Address | | |
| STREET | CITY | STATE OR COUNTRY |
| AgeSex | Besides English, I also write | |
| My Special Interests Ar | e | |
| School or Occupation | | |
| Please do not ask for a | a correspondent from a specific con m all parts of the world, it is dis | entry. Because of the natural |

